PROJECT

Leveraging the « Research & Creativity » concept to expand Facebook's services

Aiming to expand the services Facebook offers its subscribers, this project stems from an original concept called « Research & Creativity ».

Since the concept called **« Research & Creativity »** requires all **Facebook** subscribers to form an **original** group, it is important to note that this group must be divided into three (03) subgroups. On the one hand, the **« Art & Culture »** subgroup and the **« Ideas »** subgroup, each of which will be **open to anyone with knowledge and/or expertise specific to research and creativity** ; and on the other hand, the **« General »** subgroup.

The **« Art & Culture »** subgroup will be composed of : sculptors, choreographers, magicians, short story writers (e.g., detective stories), painters, photographers, and others. The **« Ideas »** subgroup will be composed of : Researchers (whether or not they hold patents), promoters of innovative projects, architects, oceanographers, and others. Finally, the **« General »** subgroup will be open to everyone, without distinction.

The current **Facebook** website will need to be enhanced in order to the completion of this initiative. In order to become a member of either the **« Art & Culture »** subgroup, the **« Ideas »** subgroup, or the **« General »** subgroup, each user will first need to create an account via the website that will be made available for this purpose, i.e., the current **Facebook** website, which will have been enhanced.

Each member of the **« Art and Culture »** and **« Ideas »** subgroups will naturally be able to easily find the contact details of other members, particularly with a view to entering into collaboration or partnership agreements.

The account of any member of the **« Art & Culture »** subgroup or the **« Ideas »** subgroup will essentially be a page containing its posts. Below are some guidelines that members must follow regarding posts:

1) Publications by painters, designers, or sculptors will generally consist of videos and/or photos of their work. Please note that photos that may be sold should be « skillfully » blurred.
2) In addition to being short, short stories must be captivating and completely original.
3) Publications by promoters of innovative projects will be similar to articles published on blogs, which are platforms for spreading ideas. However, by invoking the **« Research & Creativity »** concept which in any case refers to a community…, we can assume that the promotion of any initiative within the framework of this project will run smoothly and at unbeatable prices.
4) Any researcher holding a patent will write an article summarizing his patent (whether it has fallen into the public domain or not). This article must provide Internet users with the references and contact details necessary to obtain an official copy of the patent.

Since the institutes that issue patents are « inexhaustible » sources of scientific and technical information (**STI**), it goes without saying that it would be a good idea to sign agreements with a number of these institutes so that we can constantly provide internet users with the latest **STI** news. The home page of the website currently available to **Facebook** subscribers will be enhanced with

« icons » concerning a number of publications, such as: a short video of a singer ; a photograph of a painting; and an article on either the history of an invention or the biography of a prominent historical figure. As these publications may be daily, they will need to be diversified. So, this could also include, from time to time : a photograph of a sculptor's work; a short story; and finally a video of a choreographer. Clicking on an « icon » will take you directly to the publication to which it relates. It should be noted that the publications accessible in this way will be chosen either by random selection or by **AI**, based on its criteria. In any case, the choices to make will ultimately contribute to increasing the number of views of the publications. In addition, each member of the « new » **Facebook** social network will have the opportunity to promote himself its account, or rather its page.

The menu on the **Facebook** website's home page will enable users to enjoy the site more fully. Thousands of members of the **« Art & Culture »** and **« Ideas »** subgroups will have the opportunity to sell their works online, as well as any « derivatives » works. From this perspective, photos of sculptures and paintings will be available for download for a fee; authors of short stories will sell them as e-books; etc.

To promote publications at unbeatable prices, we will need to rely on the community that will be formed by members of the **« Art & Culture »** and **« Ideas »** subgroups. In short, we will simply need to send geolocated advertising messages to members of these subgroups.

In short, by agreeing to carry out this initiative, **Facebook** will combining business with pleasure. To back this up, it suffices to point out, on the one hand that the diversity of **« Art & Culture »** sub-group topics (painting, music, books, choreography, sculpture, etc.) will make the **Facebook** platform more competitive ; and on the other hand that it will be very informative and is sure to be visited every day by investors and thousands of Internet users passionate about **STI**, due to the topics of the **« Ideas »** sub-group (inventions, discoveries, innovations, innovative projects, popularization of research results, etc.). Logically, **Facebook** will increase its profitability and reputation.

***Several details may be added to this project at a later date. It may also be used by another social network similar to Facebook, or on the basis for the creation of a new social network.**

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